CLAIMS

What is claimed is:

1 1.   A method for determining an address of an entity based on a user location,

2   comprising:

3 a)   receiving an utterance representative of an entity from a user;

4 b)   recognizing the entity associated with the utterance using a speech recognition

5   process;

6 c)   determining a location associated with the user;

7 d)   performing a querying to identify a plurality of locations associated with the

8   entity;

9 e)   ascertaining which of the identified locations associated with the entity are in

10   proximity to the location of the user.

1 2.   The method of claim 1, wherein the user is informed about the locations

2   associated with the entity ascertained to be in proximity to the location of the

3   user.

1 3.   The method of claim 2, wherein the user is informed audibly via a speech

2   recognition portal about the locations associated with the entity ascertained to be

3   in proximity to the location of the user.

1 4.   The method of claim 2, wherein the user is informed via an electronic message

2   transmitted utilizing a network about the locations associated with the entity

3   ascertained to be in proximity to the location of the user.

1 5.   The method of claim 1, wherein the location of the user is the current location of

2   the user.

1   6.   The method of claim 1, wherein the utterances representative of the entity include

2   utterances representative of criteria of the user, and wherein the locations

3   associated with the entity ascertained to be in proximity to the location of the user

4   satisfy the criteria of the user.

1   7.   The method of claim 6, wherein the criteria of the user include at least one of: a

2   location associated with the entity currently holding a sale and a currently open

3   location associated with the entity.

1   8.   The method of claim 1, wherein directions from the location associated with the

2   user to at least one of the identified locations associated with the entity

3   ascertained to be in proximity to the location of the user are generated and

4   delivered to the user.

1   9.   The method of claim 8, wherein the user is permitted to select the location

2   associated with the user from a set of locations associated with the user.

1   10.   The method of claim 1, further comprising facilitating communication between

2   the user and at least one of the locations associated with the entity ascertained to

3   be in proximity to the location of the user.

1   11.   The method of claim 1, further comprising offering promotions to the user.

1   12.   The method of claim 11, wherein the promotions offered to the user are associated

2   with one or more entities determined to be proximal to the location of the user.

1   13.   The method of claim 1, further comprising determining which of the identified

2   locations associated with the entity is closed to the location associated with the

3   user.

1 14. The method of claim 1, further comprising ranking the identified locations
2 associated with the entity ascertained to be in proximity to the location associated
3 with the user from closest to furthest from the location associated with the user.

1 15. A system for determining an address of an entity based on a user location,
2 comprising:
3 a) logic for receiving an utterance representative of an entity from a user;
4 b) logic for recognizing the entity associated with the utterance using a speech
5 recognition process;
6 c) logic for determining a location of the user;
7 d) logic for performing a querying to identify a plurality of locations associated with
8 the entity;
9 e) logic for ascertaining which of the identified locations associated with the entity
10 are in proximity to the location of the user.

1 16. The system of claim 15, wherein the user is informed about the locations
2 associated with the entity ascertained to be in proximity to the location of the
3 user.

1 17. The system of claim 16, wherein the user is informed audibly via a speech
2 recognition portal about the locations associated with the entity ascertained to be
3 in proximity to the location of the user.

1 18. A computer program product for determining an address of an entity based on a
2 user location, comprising:
3 a) computer code for receiving an utterance representative of an entity from a user;
4 b) computer code for recognizing the entity associated with the utterance using a
5 speech recognition process;
6 c) computer code for determining a location of the user;
7 d) computer code for performing a querying to identify a plurality of locations
8 associated with the entity;

9   e)   computer code for ascertaining which of the identified locations associated with

10   the entity are in proximity to the location of the user.

1   19.   The computer program product of claim 18, wherein the user is informed about

2   the locations associated with the entity ascertained to be in proximity to the

3   location of the user.

1   20.   The computer program product of claim 19, wherein the user is informed audibly

2   via a speech recognition portal about the locations associated with the entity

3   ascertained to be in proximity to the location of the user.